

ORIGINAL

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April 29, 1998

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VIA HAND DELIVERY

Magalie Roman Salas, Secretary
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

RECEIVED

APR 29 1998

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: Notification of Permitted Ex Parte
Presentation in MM Docket No. 95-176

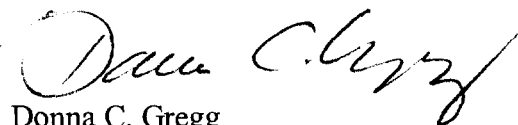
Dear Ms. Salas:

CBS Corporation ("CBS"), by its attorneys and pursuant to Section 1.1206(a)(1) of the Commission's rules, hereby submits an original and one copy of a notification of an ex parte contact regarding MM Docket No. 95-176.

Gail G. MacKinnon, Vice President of Federal Relations for CBS, along with Donna C. Gregg of Wiley, Rein & Fielding, counsel for CBS, met with John Adams, Marcia Glauberman and Alexis Johns, Policy and Rules Division, Cable Services Bureau. The purpose of the meeting was to discuss issues regarding closed captioning as set forth in the attached materials.

Kindly direct any questions regarding this matter to the undersigned counsel.

Respectfully submitted,



Donna C. Gregg
Counsel for CBS Corporation

Enclosures

cc: John Adams (w/o enclosures)
Marcia Glauberman (w/o enclosures)
Alexis Johns (w/o enclosures)

021



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GAIL G. MACKINNON
VICE PRESIDENT, FEDERAL RELATIONS

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CAPTIONING CONCERNS OF SPANISH-LANGUAGE PROGRAMMERS

INTRODUCTION TO TELENOTICIAS

- **Program format and focus:** 24-hour, advertiser supported Spanish-language headline news service that originates news reports and features with a pan-regional and global focus, using reporters and anchors based throughout Latin America, Spain and around the globe.
- **History:** Launched in 1994 as a joint venture of TeleMundo, Reuters and several Spanish language broadcasters to produce newscasts for TeleMundo stations. Acquired by CBS in 1996
- **Distribution:** Primarily international. Over 95% of cable households served are located outside the U.S., principally in Latin America. U.S. distribution comprises less than 5% (around 1 million households).

OBSTACLES TO CAPTIONING

- **Shortage of captioning resources for Spanish language programming in general:** TeleNoticias' experience in investigating Spanish language captioning services is consistent with Univision's. As a general rule, there are insufficient existing and trainable Spanish-speaking captioners to assume sudden responsibility for captioning massive amounts of Spanish-language programming.
- **Obstacles relating to TeleNoticias' international headline news format:** The captioning resources that do exist for Spanish programming are not suited for real-time captioning. The vast majority of TeleNoticias' programming, though pre-recorded, is aired almost immediately (*i.e.*, approximately 4 hours) after production. The need to insert captions would require major changes in our technical operation. Non-news programs produced in advance (typically only a few days before airing) comprises only about 5 hours per month of our program schedule. Program content must be current, so captioned programs have a very brief "shelf life."

FUTURE PLANS AND CONCERNS

- **Expansion in U.S. market:** TeleNoticias hopes to expand its U.S. distribution.
- **Innovation in programming:** Continued innovation and development of more diverse, high quality programming also are important goals.
- **Impact of rapid imposition of closed captioning requirements:** Especially given its format, TeleNoticias will have severe difficulties with near term, wide scale captioning, placing future expansion and other plans in jeopardy.



TELE
NOTICIAS

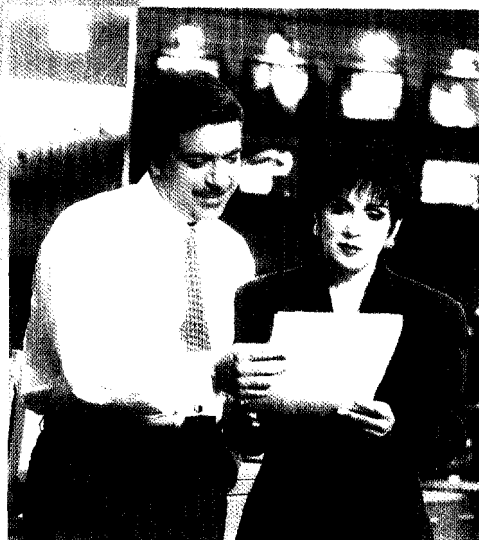


CBS TeleNoticias programming is fast-paced. And the news coverage is comprehensive.

CBS TeleNoticias is not sports, movies, or entertainment. It's the news. And the news coverage is comprehensive. More than CNN,

more than any other news network.

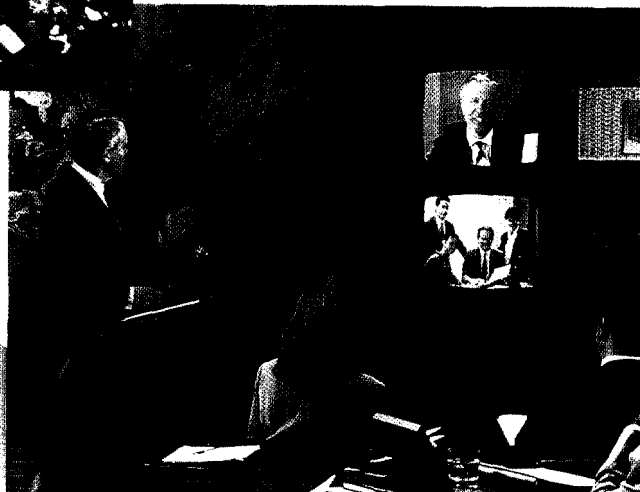
CBS TeleNoticias is the most widely distributed news channel in Latin America. It's the most comprehensive source of news coverage in the region. And it's the only news channel with more than



CBS TeleNoticias is fast-paced programming that viewers enjoy watching.

Every half-hour delivers immediate pan regional news and information. Plus global coverage via our CBS satellite news gathering service — one of the largest and oldest in the world — with over 60 years of experience.

CBS TeleNoticias covers a world of interest for our audience. Thirty-minute segments of Spanish language news reports. A continuous cycle of headline news events, including business and finance, technology, sports, entertainment, health and science, ecology and weather. Plus, many other informative and lifestyle stories making news around the world.



CBS TeleNoticias is the most widely distributed pan-regional news network.

CBS TeleNoticias reaches over 9.6 million households. More households than any other Spanish language news network. In fact, CBS TeleNoticias has more households in more countries than any other news network.

CBS TeleNoticias also reaches the important U.S. Hispanic market.

In the U.S., Hispanics spend an average of 4.1 hours watching television on weekdays, while the general public spends 3.5 hours. And while Hispanics consider TV their #1 leisure activity, they prefer television in Spanish.

Today, with over 26.5 million Hispanics, the U.S. has the fifth largest Hispanic population in the world. In fact, in states like California, Texas, and New Mexico, more than 1 out of every 4 people is Hispanic. And although Mexico's population is 3 times larger than the Hispanic population in the United States, U.S. Hispanics have the greatest buying power of any Hispanic population in the world - over \$270 billion!

CBS TeleNoticias reaches U.S. Hispanics with continuous Spanish language news anchored and produced in Miami.



What else is on CBS TeleNoticias?

En Directo con Jaime Bayly

"En Directo con Jaime Bayly" is the first "live" hour-long call-in show to air in Latin America. The guests on this daily live interview show consist of top personalities and newsmakers. Our host, Jaime Bayly, asks them tough, intelligent questions, followed by a ground-breaking session with live calls from viewers throughout Latin America and the United States.

Viewers participate by calling our toll-free numbers and by sending us messages through the Internet. "En Directo con Jaime Bayly" will also pursue interesting newsmakers by traveling to places like Mexico City, Buenos Aires,

Caracas, Lima, Los Angeles, and wherever news is happening.

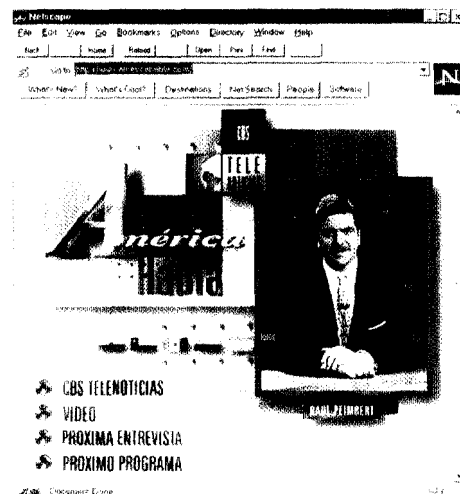


América Habla

This show features one-on-one interviews with presidents, statesmen, political party leaders -- and prominent business figures of the Latin American world.

"América Habla" has become a respected forum for Latin American leaders to address the issues of the day.

It's no wonder why all recent heads of state from Latin America have appeared on the show. CBS TeleNoticias has built a reputation for fair, truthful, and unbiased reporting.



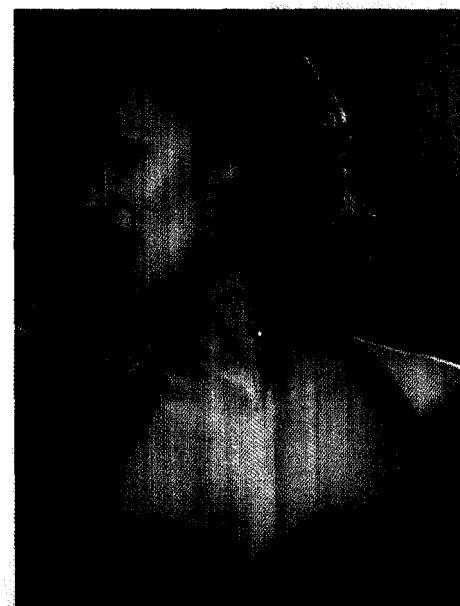
Más Vida

"Más Vida" is our eye on worldwide lifestyles. It is also the best place to keep in step with the latest fashion trends and what's happening in the fast-paced worlds of movies, television, music, fashion, and entertainment.

"Más Vida" takes you backstage and behind the scenes to meet the actors, directors, designers, models and pop stars who are in the forefront of

today's popular culture.

By watching "Más Vida," our informed viewers will know what to expect in stores, at the theater, or in the world of music.



What else is on CBS TeleNoticias?

This medical journal provides viewers with timely information on the health news of the day. We report on everything from diabetes and heart disease to HIV and geriatrics. "Su Salud" will explore trends and treatments throughout the region, including the sometimes complex and confusing reports from medical journals and research facilities around the world.



La Clase del 2000

This program focuses on the youth of Latin America and shares their unique perspectives on the world. CBS TeleNoticias correspondents will sponsor students by putting camcorders in their hands to record their lives and the stories that are important to them. This show expands upon the successful CBS Network project in the United States.



El Mundo Tecnológico

"El Mundo Tecnológico" showcases the latest in scientific and technological advances and their impact on our daily lives. We cover the latest developments in the fields of robotics, genetic engineering, space exploration, and the Internet... all that is happening in the world of high technology. The show



helps us understand what the future may bring, with an emphasis on how these technologies alter the lives of our viewers in Latin America and the Spanish-speaking world.

Domingo Deportivo

"Domingo Deportivo" features expanded coverage of the week in sports. Every Sunday, "Domingo Deportivo" revisits the week's top stories and greatest plays with an in-depth analysis. You'll meet the athletes. The coaches. The stories behind the scores and statistics. If it's news in sports, it's on "Domingo Deportivo."



CBS

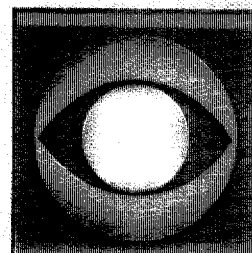
TELE
NOTICIAS

For more information, please contact:

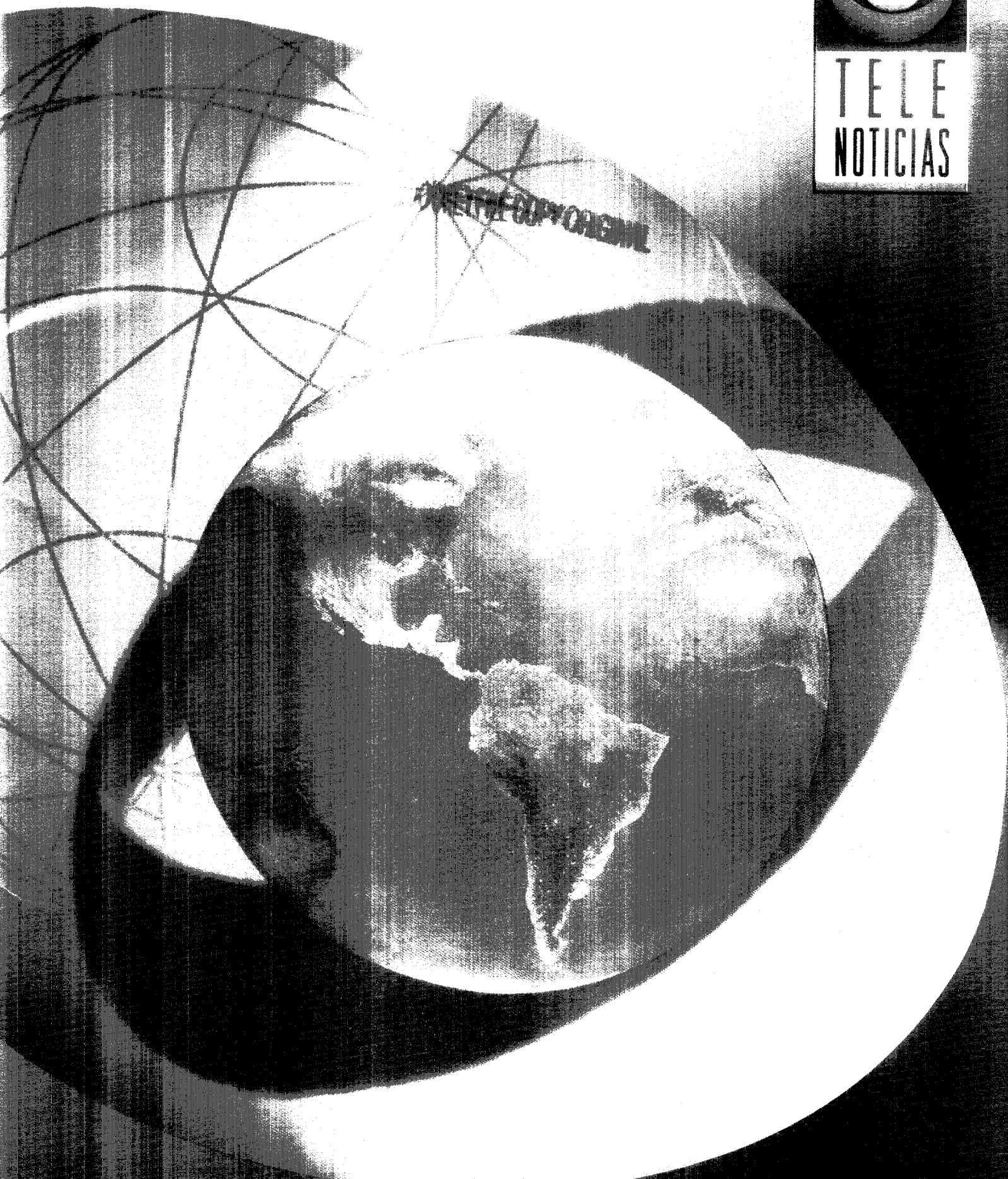
CBS TeleNoticias • Affiliate Relations

2290 West Eighth Avenue • Hialeah, FL 33010 USA

Telephone: (305) 889-7204 • Fax: (305) 889-7239



TELE
NOTICIAS





CBS TeleNoticias

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Affiliate Sales

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Fax: (305) 889-7239

Advertising Sales

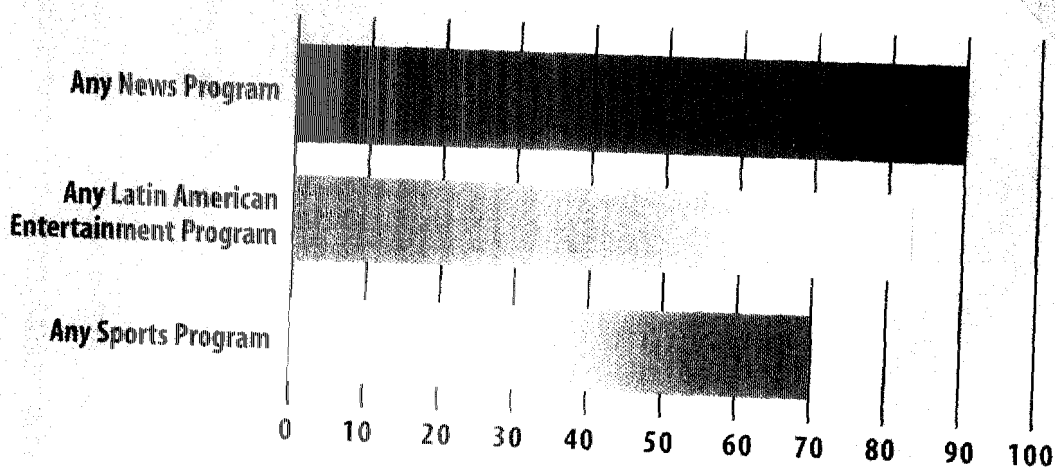
Telephone: (305) 889-7234
Fax: (305) 889-7238



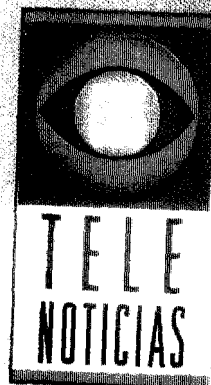
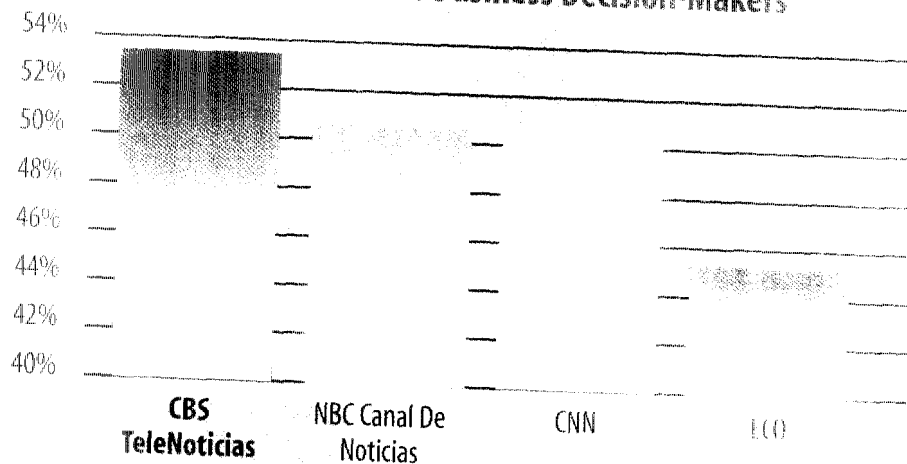
...and getting updated news at the touch of a button...
 ...the most sought-after activity for TV viewers in all of...
 ...than sports or entertainment programs...
 ...from around the world, Latin America's most...
 ...to CBS TeleNoticias, often the first to arrive at...
 ...providing its many viewers the most thorough...
 ...responsible and accurate details...
 ...CBS TeleNoticias is today's leading 24-hour...
 ...throughout Latin America, cited...
 ..."the most credible source of information"...
 ...national news channels. In other words...
 ...your customers... directly and

News is the Preferred Format in Latin America

Latin Americans watch news more than any other type of program.



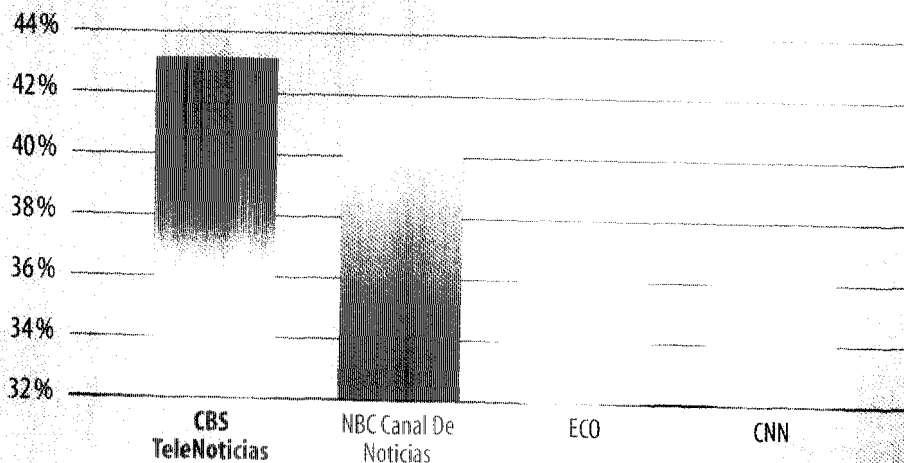
CBS TeleNoticias is the Most Credible Source of Information for Individuals Who are Business Decision-Makers





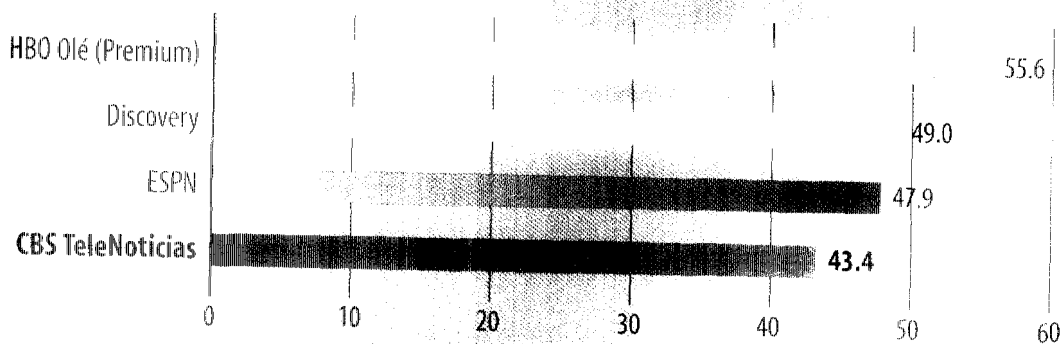
...the heart of the art newroom in Miami, one of the largest newsrooms in the world. CBS TeleNoticias anchors and correspondents report from around the globe, deliver up-to-the-minute news for the Spanish-speaking world. For over 30 years, is the corporate strength behind the network. In the world have more news bureaus than any other network. CBS TeleNoticias is always there for you. When we communicate, we communicate. When we produce and delivered by the best talent in the world. We have strong relationships with local broadcast stations across the Spanish-speaking world, and we work closely with the officers of our local partners with the best of them. Day to day, hour to hour,

Percentage Rating "One of my favorites" or "Very good"
In less than a year, CBS TeleNoticias became the favorite pan-regional news network, surpassing channels that have been in the market longer.



Source: LMML 1995

CBS TeleNoticias already ranks fourth among the most preferred pan-regional networks and continues to grow.



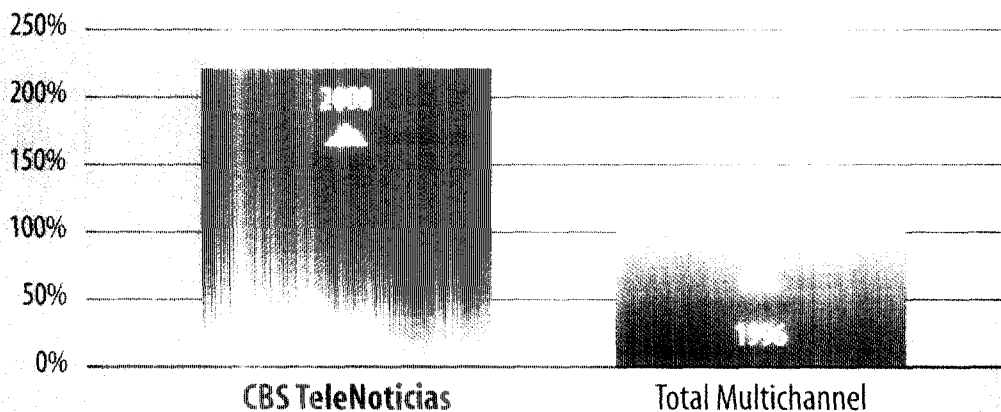
Source: LMML 1995





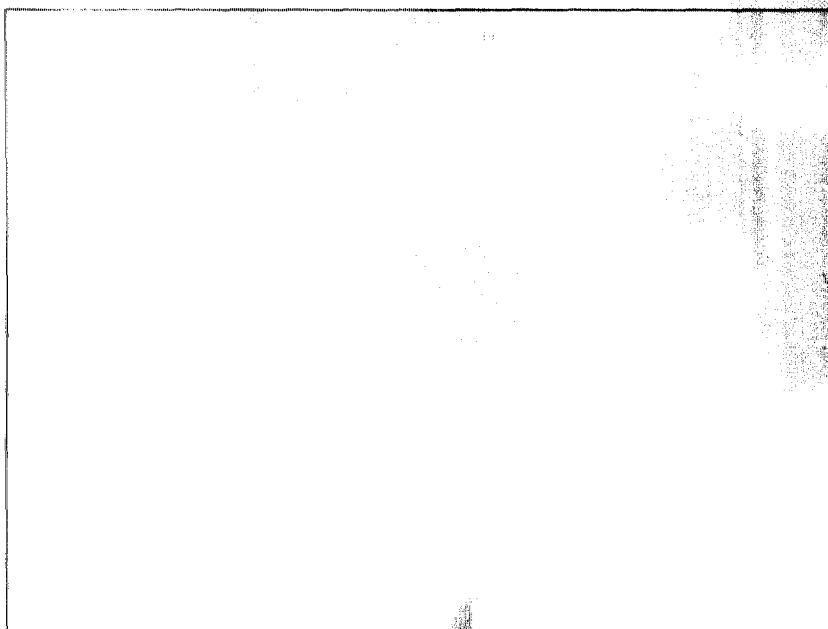
...the Spanish-speaking world, no other pan-regional news program has a greater reach than CBS TeleNoticias. We not only reach all 19 Latin American countries, but also Spain, and the United States. We provide the most news in Spanish as it is happening every day, with continuous updates. We reach over 9.6 million Latin American homes through our 24-hour cable, DBS, and Canal de Noticias. In fact, we have more viewers in more Latin American countries than any other news program. Our audience knows no limits. With our current and planned expansion projects to be in over 20 million homes within the next five years!

CBS TeleNoticias Projects 221% Subscriber Growth By the Year 2000 vs. 114% for Total Latin American Multichannel Homes



Source: Kagan, Baskerville and GWSC Estimates

CBS TeleNoticias Market Distribution



PAS-3 Atlantic Ocean Region C-Band Downlink Beam

South America

Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela

Central America

Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

Mexico & Caribbean

Dominican Republic, Puerto Rico, Netherlands Antilles

Spain

CBS TeleNoticias Transponder Allocation

Satellite: PAS-3 at 43° West Longitude

Transponder: 6-C Horizontal

Center Frequency: 3845.5

Channel Assignment: 4



TELENOTICIAS



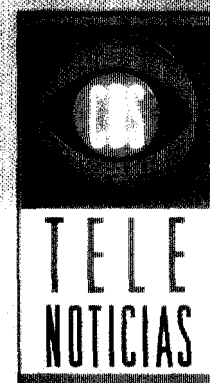
% Percent Distribution of the Population by Race and Hispanic Origin: 1990 to 2050

(As of July 1. Resident population)

Estimate Year	RACE					HISPANIC ORIGIN				
	100.0	83.0	12.6	0.9	3.6	10.2	73.1	12.0	0.7	3.3
PROJECTIONS										
Middle Series										
1995	100.0	83.0	12.6	0.9	3.6	10.2	73.1	12.0	0.7	3.3
2000	100.0	82.1	12.9	0.9	4.1	11.4	71.8	12.2	0.7	3.9
2005	100.0	81.3	13.2	0.9	4.6	12.6	69.9	12.4	0.8	4.4
2010	100.0	80.5	13.5	0.9	5.1	13.8	68.0	12.6	0.8	4.8
2020	100.0	79.0	14.0	1.0	6.1	16.3	64.3	12.9	0.8	5.7
2030	100.0	77.6	14.4	1.0	7.0	18.9	60.5	13.1	0.8	6.6
2040	100.0	76.1	14.9	1.1	7.9	21.7	56.7	13.3	0.9	7.5
2050	100.0	74.8	15.4	1.1	8.7	24.5	52.8	13.6	0.9	8.2
Lowest Series										
2050	100.0	75.7	15.7	1.2	7.4	22.0	55.8	14.2	1.0	7.0
Highest Series										
2050	100.0	73.5	15.8	1.0	9.7	50.5	13.8	0.8	0.8	9.2

1 American Indian represents American Indian, Eskimo, and Aleut. 2 Asian represents Asian and Pacific Islander.

3 Persons of Hispanic origin may be of any race. The information on the total and Hispanic population shown in this report was collected in the 50 States and the District of Columbia and, therefore, does not include residents of Puerto Rico.





The format that sets CBS TeleNoticias apart, is the varied and comprehensive program format. For instance, with CBS TeleNoticias you can receive an immediate pan-regional news and information every 30 minutes around the clock – as well as global coverage via our CBS worldwide gathering service – one of the largest and oldest in the world – with over 60 years of experience.

CBS TeleNoticias' thirty minute segments of Spanish-language news reports deliver its viewers a continuous cycle of headline news reports on politics and finance, science and technology, sports, entertainment and more. In addition to our basic news coverage, we also feature highly informative programs with special reports on health, politics, health and science, the arts, technology and more.

30 MINUTE NEWS FORMAT



**Pan-regional
& World News**

**Business,
& Finance,
Science
& Technology**

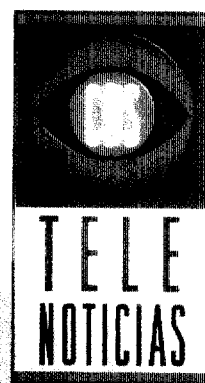
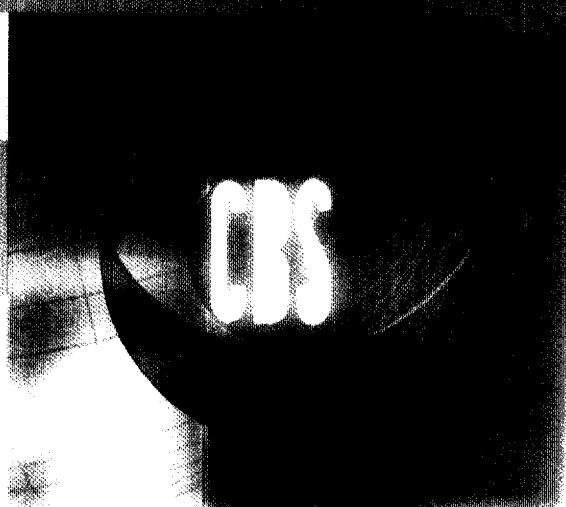
Sports

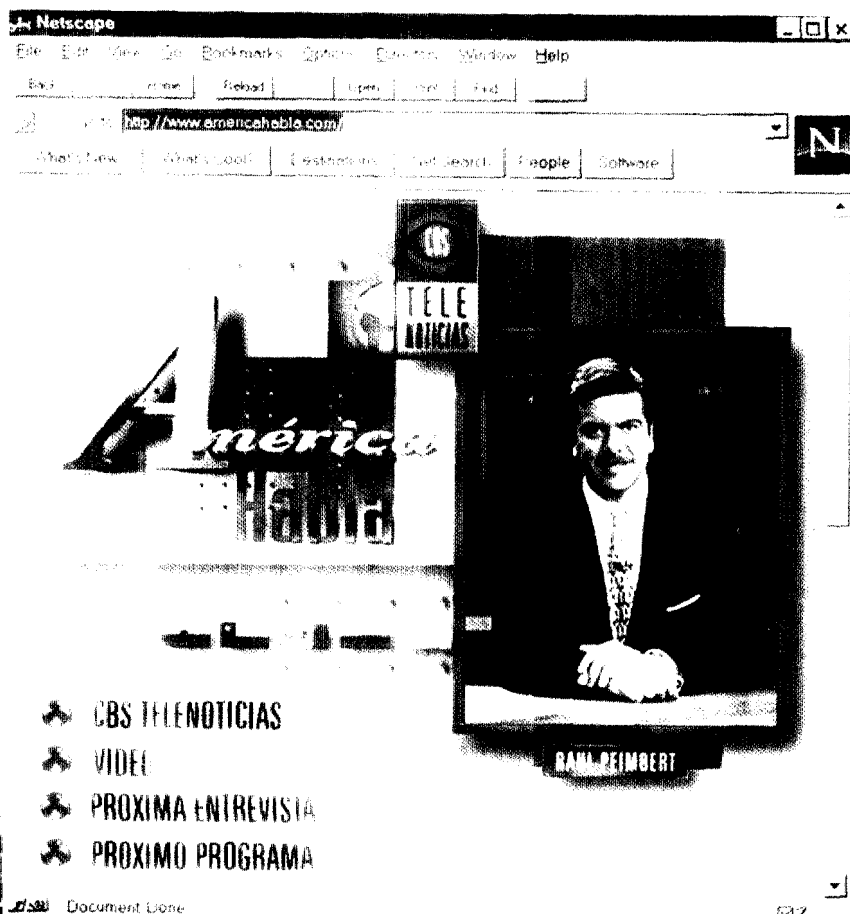
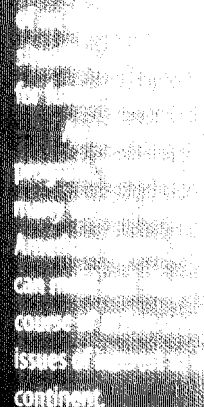
**Features &
Entertainment**

Weather

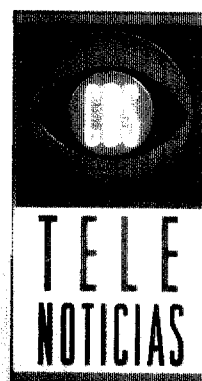
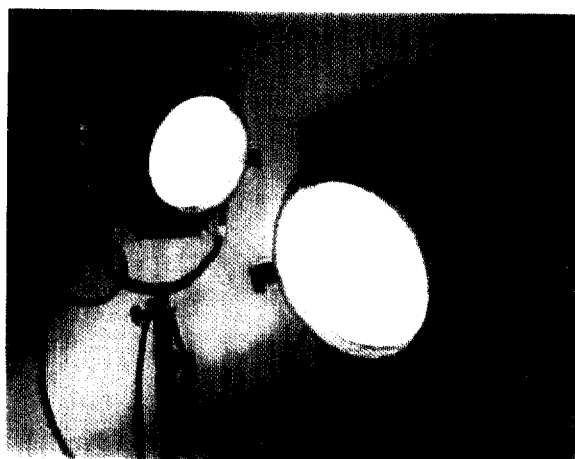


NEW PROGRAMS





NEW PROGRAMS



FUTURE

LA VISTA

As the future of the region — the youth of Latin America — and their insightful perspectives on the world come better tomorrow. Through an innovative format, *La Vista* will feature reports from various Spanish-speaking countries. Each report will be filmed with professional video equipment and asks them to discuss the issues they may deem important, to them and to future generations. *La Vista* is Latin America an already successful CBS network.



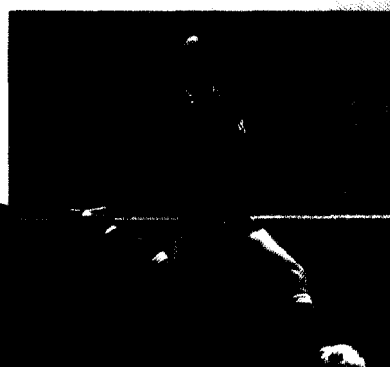
SU SALUD

This up-to-date medical journal will provide viewers with timely information on today's health news. "Su Salud" will report on health and treatment trends throughout the region, as well as explain the sometimes complex and confusing articles published in medical journals and research facilities around the world. "Su Salud" brings our viewers the latest developments on HIV, cures and treatments of heart disease, causes and prevention of cholera, birth control methods, and many other important medical issues. New medical breakthroughs in cancer research, gene mapping and spinal cord injuries and therapies. Everything to do with mind, body, and soul. From mental health to geriatrics. From skin diseases to diabetes and malaria, "Su Salud" disseminates needed medical knowledge and news headlines while dispelling unfounded myths.



EL MUNDO TECNOLÓGICO

"El Mundo Tecnológico" will showcase the latest in scientific and technological advances and their impact on our daily lives. This program will cover the latest developments in the fields of robotics, genetic engineering, space exploration, and the Internet... all that is happening in the world of high-technology today. The show guides us to better understand what the future may bring with an emphasis on how this advanced technology can alter and impart a positive influence on the lives of our viewers throughout Latin America and the Spanish-speaking world.



DOMINGO DEPORTIVO

"Domingo Deportivo" features expanded coverage of the week in sports. From soccer, boxing, wrestling and car racing to baseball, volleyball and basketball, "Domingo Deportivo" brings the sports-minded viewer all the most exciting plays, scores, and statistics in a most comprehensive, all-encompassing format. See "What's New" in Jai-Alai, tennis and golf. Plus water sports and regattas. And every Sunday, "Domingo Deportivo" revisits the top stories, sports personalities, and greatest plays with an in-depth analysis. Meet the coaches. See the players, the winners and the losers. Get all the action on "Domingo Deportivo".

CBS

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NEW

Polos Opuestos

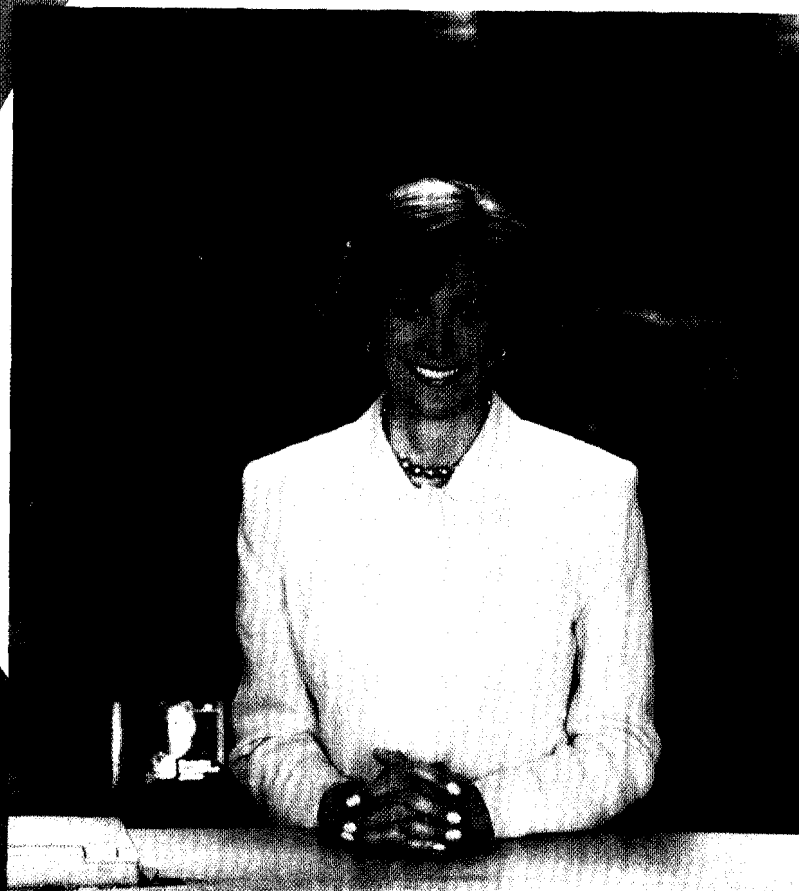
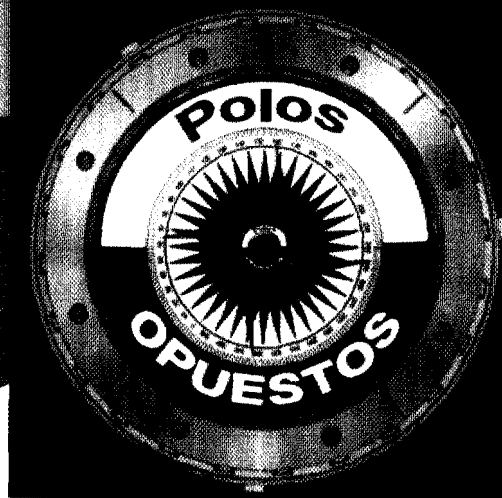
"Polos Opuestos" ("Opposite Poles") is the first interactive, pan-regional news program that reaches to 22 countries and territories including Mexico, Central America, Spain, Portugal and the U.S. The show is hosted by the award-winning news anchor by CBS Telenoticias, María Elvira Salazar, and will feature live commentary by journalists and politicians from the Iberian Peninsula.

Additionally, viewers can participate in discussions or express opinions about the news items. Viewers have a chance to do so during the live broadcast. To watch the show by calling 305-889-7279 or to visit the website, go to the **POLOS OPUESTOS** web site at cbstelenoticias.starmedia.com.

Polos Opuestos is presented by CBS Telenoticias, the main source of news for Ibero-America, every Sunday night from 9:00pm to 10:00pm (with retransmissions every Monday at 7:00pm, all Eastern times).

News director for CBS Telenoticias, Ricardo Brown, points out that "by providing these democratic forums in which journalists, politicians and television viewers can debate and comment about the most important topics in the region, we are not only informing and entertaining the audience, but also promoting a free flow of ideas throughout international frontiers".

For more information, please call our News Programming Sales and Syndication Department at (305) 889-7279.



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